

What is claimed is:

1. A method for pulling information from a server to a computer, comprising:

Accepting a list of items selected by the user;

Sending codes associated with the selected items from the device to the

server; and

Receiving information from the server to the computer based on the matching codes.

2. The method of claim 1, wherein the items include topics on which the user wants more information.

3. The method of claim 1, wherein the selected items are associated with pre-specified codes.

4. The method of claim 1, further comprising sending codes for selected items from the computer to the server.

5. The method of claim 1, further comprising requesting information from the local server with codes that match the codes sent by the computer.

6. The method of claim 1, wherein the local server returns only the information with associated codes that match the codes sent by the computer.

7. The method of claim 1, wherein the information received from the server by the computer comprises advertisements.
- 5 8. The method of claim 7, wherein the advertisements sent by the server to the computer are transmitted based on the request of the user.
9. The method of claim 7, wherein the advertisements that are pulled are relevant to the user.
- 10 10. The method of claim 1, wherein the user requests and receives information in real-time.
- 15 11. The method of claim 1, further comprising storing data on a Personal Universal Memory (PUM) card adapted to be inserted into a mobile computer having basic and customized modes, the PUM card comprising: interface logic to communicate with the mobile computer; and a non-volatile data storage device coupled to the interface logic, the data storage device adapted to store a data structure to store personal information and preferences for customizing the device, wherein the mobile computer transitions from the basic mode to the customized mode upon the insertion of the PUM card into the mobile computer.
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means for accepting a list of items desired by a user;

means for sending predetermined codes associated with the selected items to a server to receive information from the server to the mobile device based on the codes; and

5 means for displaying the information from the server to the user.

18. The mobile device of claim 17, further comprising a Personal Universal Memory (PUM) card adapted to be inserted into the mobile computer, the PUM card including:

10 interface logic to communicate with the mobile computer; and

a non-volatile data storage device coupled to the interface logic, the data storage device adapted to store a data structure to store personal information and preferences for customizing the device, wherein the mobile computer transitions from the basic mode to the customized mode upon the insertion of the PUM card into the mobile computer.

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